Technical Sales Associate – One Sitting
Assessment Fact Sheet

Overview

The Technical Sales Associate solution is for entry-level retail positions in which employees proactively sell a specific line of products that requires substantial knowledge about the products and have their pay and/or performance based on sales revenue. Sample tasks for these jobs include, but are not limited to: obtaining detailed product information, promoting products to customers, persuading customers to buy products, and completing a transaction with a customer. Potential job titles that use this solution are: Sales Representative, Retail Sales Associate, and Sales Clerk.

Job Level	Entry-level
Job Family/Title	Retail

Details

Average Testing Time (minutes)	41 minutes
Maximum Number of Questions	196 items
Number of Sittings	One
Designed for Unproctored Environment	Yes
Question Format	Multiple Choice

Knowledge, Skills, Abilities and Competencies Measured

Conscientiousness: This measures the tendency to be aware of and follow company policies and procedures, including: working in an organized manner, returning from meals and breaks on time, and working when co-workers are not working.

Sales Focus: This component measures the tendency to suggest or show alternative solutions based on customer needs. This trait is characterized by: directing conversation toward a commitment/order/sale, showing confidence even after a hard refusal/rejection, and striving to close a transaction every time.

Retail Professionalism: This component measures the tendency to have potential for success in the retail industry. This is characterized by scores that are derived from responses to questions regarding academic and social background, and aspirations concerning work.

Customer Focus: This measures the tendency to show persistent enthusiasm when interacting with customers. This trait is characterized by: apologizing sincerely for inconveniences, being patient, tolerating rude customers calmly, and searching for information or products for customers.

Achievement Orientation: This measures the potential for success in entry-level jobs. This scale measures self-esteem and developmental indicators of success in entry-level customer service jobs through questions regarding developmental influences, self-esteem, work history, and work-related values and attitudes.

Learning Potential: This measures the potential for success in jobs across industry type and functional area. Candidates' responses to questions regarding developmental influences, educational and work history, and related values and attitudes are compared with response profiles from successful employees. These items are significantly related to a traditional cognitive test of learning ability.

Example Questions

Which of the following is <u>most</u> important for making a successful sale?

a) ○ Treating customers with kindness and respect

b) ○ Communicating effectively with customers

c) ○ Matching products/services with the customers' needs

d) ○ Being resilient to customer objections

	True	False
Most places don't care much if employees take a few things home with them from work.	○	○

	True	False
You often wish that people would mind their own business.	○	○

In the last six months, the number of times I've been late for work or an appointment is:

a) ○ none

b) ○ 1

c) ○ 2

d) ○ 3

e) ○ 4 or more

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Example Reports

Recruiter | Interview | Development

Applicant Information

Name: Retail Tester
Application Date: Tue Jun 16 16:57:00 EDT 2009
Applicant ID:3481
Session ID:82000642720151
Library: Selection

This report is confidential and its contents are intended to assist in the prediction of an applicant's work behavior. If you would like more information about this interpretive report or other products that PreVisor offers, please contact your account representative.

Overall Score

Recommended ✓

	Percentile	Low	Medium	High
		30	70	100
Overall Score	55		◆	

Detailed Results

	Percentile	Low	Medium	High
		30	70	100
Conscientiousness	46		◆	
Retail Professionalism	42		◆	
Achievement Orientation	63		◆	
Learning Potential	76			◆
Sales Focus	96			◆
Customer Focus	9	◆		

Score Interpretation

Conscientiousness

This measures the tendency to be aware of and follow company policies and procedures, including: working in an organized manner, returning from meals and breaks on time, and working when coworkers are not working.

At times the candidate may show a slight tendency toward disruptive work behavior. He/she may occasionally demonstrate low work motivation or minor violations of the rules.

Retail Professionalism

This component measures the tendency to have potential for success in the retail industry. This is characterized by scores that are derived from responses to questions regarding academic and social background, and aspirations concerning work.

This candidate's response profile concerning past achievements, social orientation, and work orientation is moderately similar to the profiles of highly effective retail associates. The moderate match between the profiles suggests that this candidate is somewhat likely to be successful in a retail position.

Achievement Orientation

This measures the potential for success in entry-level jobs. This scale measures self-esteem and developmental indicators of success in entry-level customer service jobs through questions regarding developmental influences, self-esteem, work history, and work-related values and attitudes.

The candidate's response profile concerning developmental influences, self-esteem, work history and work-related values and attitudes is somewhat similar to the profiles of effective entry-level employees and customer service representatives. The average match between the profiles suggests that the candidate has reasonable potential for success in entry-level and/or customer service positions.